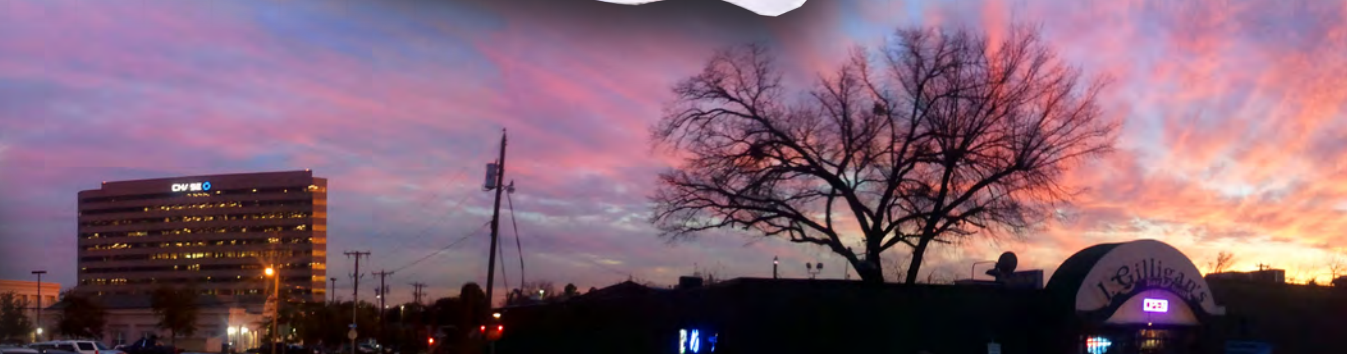




# Define An Identifiable Brand

Arlington is achieving a higher profile on a regional, national and international basis with world-class events taking place in the Entertainment District and as a home to an emerging Tier I research university. As our visibility increases, we want to be known for our authentic hometown charm and big city amenities. We strive to be genuine, the community of choice for our own residents and businesses and for those seeking a place to call home.



**COLLEGE★TOWN, UTA**  
THE MAVERICK COMMUNITY





## Brand theme

The Arlington brand will emphasize the growing, innovative, authentic, natural and unexpected attributes of Arlington. We want people to know that we are ready for what's next. We have faith in our ability to make things happen and they should too. As one of the fifty largest cities in the United States, we want to encourage those who thought they knew us to take another look.



## Logo integration

Our municipal corporation has different lines of business with unique features represented by individual logos. While it is important to recognize these unique expressions, the City will work to develop a common corporate look. The brand will ensure we are seen as a cohesive corporation unified under a common theme. The goal is to allow our individual traits to shine through, while demonstrating the "family relationship" of each identity.







## Brand strengths

Arlington is already well known as a center for family fun thanks to our many entertainment venues. Arlington is synonymous with quality entertainment for the whole family, from free concerts at the Levitt Pavilion to a day on the roller coasters at Six Flags Over Texas. Lesser known strengths include innovative institutions of higher learning, our exceptional park system, and the thriving business sector led by companies like General Motors.



## Living the Brand

The City will live the Arlington brand through consistent actions and communication efforts. Collateral materials, web content and branding standards will ensure a unified message and look is presented internally and externally. More importantly, the work done by the City will support the brand on a daily basis, showing our residents and others that we understand the promise that our brand offers.



WORLD-CLASS EVENTS  
TAKE ANOTHER LOOK  
FAMILY  
INNOVATIVE  
NATURAL  
COHESIVE  
BIG CITY  
UNEXPECTED  
BUSINESS  
COMMUNITY OF CHOICE  
HOME  
AUTHENTIC  
FUN  
GROWING  
INNOVATIVE  
SHINE  
TIER I  
AMENITIES  
RESEARCH  
THRIVING  
INSTITUTIONS  
ENTERTAINMENT  
GENUINE  
CHARM  
EXCEPTIONAL PARKS



Working Together To Make Arlington Better